

# **Gateways and Corridors Strategic Plan**

**September 2018**

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# 1. Introduction

## 1.1. Project Overview

In response to the Town’s continued growth and expansion, the Town of Coaldale has identified the need for improvements to our gateways and corridors to establish a more inviting, visually appealing, and memorable welcome into Town. The Town recognizes that first impressions are valuable, and with over 40,000 visitors passing through the Town of Coaldale each day, it is important that our gateways and corridors establish a positive and lasting impression.

The Gateways and Corridors Strategic Plan is an effort to formalize the thoughts and ideas of the community’s residents, businesses, and organizations, with the intention of satisfying the following objectives:

- Establish a vibrant and visually appealing backdrop for those entering the Town of Coaldale.
- Strengthen the Town’s sense of character and collective identity.
- Provide an attractive and clear invitation to experience the many amenities the Town has to offer.
- Attract new economic investment and development opportunities.
- Find and focus on value-added improvements that enhance the Town’s function and appeal.
- Enhance the quality of life and satisfaction of the Town’s current and future residents.

The Gateways and Corridors Strategic Plan will also work to achieve the priorities and focus areas as outlined by the 2018-2021 Strategic Plan in the following areas:

- ✓ Redesign public spaces and incentivize the upkeep of private spaces along the highway corridors.
- ✓ Reimagine the former McCain Park as a visually appealing and innovative stormwater drainage area.
- ✓ Construct pathways in strategic locations to enhance the pathways network connections throughout the Town.
- ✓ Construction of entry signage along highway corridors, with the investigation of an LED component.
- ✓ Injecting life into stagnated areas to kickstart certain elements of Coaldale’s community and economy.
- ✓ Make public information easily accessible.
- ✓ Invest in core infrastructure.

## 1.2. A Focus on Value

The strategies presented in the Gateways and Corridors Strategic Plan will focus on multi-faceted, value-added enhancements. Value-added enhancements can be defined as additional features and/or outcomes of the basic strategy that improve the overall value and functionality of the project. This plan will focus on addressing outstanding objectives as outlined by the 2018-2021 Strategic Plan.

## 1.3. Timeline

The Gateways and Corridors Strategic Plan was established in a series of 4 phases, listed as follows:

### Phase 1: Community Engagement (December 2017 – April 2018)

The Gateways and Corridors Strategic Plan is an amalgamation of thoughts, ideas, and suggestions from the community. To gain a greater understanding of the wants and desires of Coaldale’s residents, multiple community engagement sessions were held to target both the general community and local business owners and organizations.

#### December 2017

##### Gateways and Corridors Project Kick-off & Community Workshop

The Gateways and Corridor’s project kicked off in December 7, 2017 with a community workshop that focused on gathering feedback and suggestions from interested residents in the community.

#### January 2018

##### Chamber of Commerce Focus Group

January 11, 2018 - The Chamber of Commerce focus group was conducted where facilitated discussion and group exercises were used to gather ideas and suggestions from the business community.

#### April 2018

##### Communities in Bloom Focus Group

April 5, 2018 - The Communities in Bloom focus group was held to gather their ideas and suggestions.

##### Gateways and Corridors Wrap-up Community Workshop

April 15, 2018 - The final community workshop provided an opportunity to bring all of the shared ideas from previous engagement sessions together for discussion regarding which ideas should be priorities for the immediate future and which should be for longer term goals.



### Phase 2: Synthesis of Ideas (April 2018 – September 2018)

Community feedback is gathered from all community engagement events and analyzed to understand what ideas and suggestions are most desired from the community’s perspective. Strategies and guidelines for development are then created based off the community’s feedback and are implemented into the Gateways and Corridors Strategic Plan.



**Phase 3: Presentation of Draft Strategy**

**(September 2018 – October 2018)**

The draft Gateways and Corridors Strategic Plan is presented to both the community and Town Council for review, with revisions and additions added to the strategy where necessary.



**Phase 4: Kick-off of Highest Priority Actions & Achieving the Complete Vision**

**(Ongoing)**

After completion of the feedback and revision process, the highest priority strategies from the plan are enacted on an ongoing basis at the discretion of Town Council. Care will be made to implement each strategy with respect to time and budget constraints.

**1.4. Definitions**

**Gateway**

A gateway is a particular part of a community where people enter an area that may be considered special.

- For instance, for people entering Coaldale from Highway 3, Highway 845 or 20th Street (east of Coaldale), each of those entrances is considered a gateway to the community.
- Within Coaldale, an example of a gateway is the intersection of Highway 845 and 20th Avenue. This area is the start of Coaldale’s main street (a special place to the community).



Figure 3: Gateway Example, HWY 845.

**Corridor**

A corridor is usually a street or road that represents a special function or is a special place for the community.

- For instance, the highways and roads leading into Coaldale such as Highway 845 and Highway 3, and 20th Street (east of Coaldale) are all key corridors that lead into and through Coaldale.
- Within Coaldale, main street east of Highway 845 is a corridor and a special place to the community.



Figure 4: Corridor Example, Main Street.

**1.5. Measures for Success**

Measuring the success of implemented strategies is an important step in the planning feedback process. To ensure each project is on the right track to completion, we will use the following indicators to measure a strategy’s success:

**Short-Term Measures:**

- ✓ Project implementation and selection is in accordance with Council direction.
- ✓ Projects are started and constructed on time and schedule.
- ✓ Strategies are implemented in accordance to the universal guidelines presented in this plan.

**Long-Term Measures:**

- ✓ Projects have been completed on time and with respect to budget.
- ✓ Projects are functioning as intended.
- ✓ Real and perceived visual enhancements to project area have been realized.
- ✓ Overall Council and community feedback on the project is positive.

**1.6. Plan Maintenance**

The Gateways and Corridors Strategic plan is a dynamic document that will require amendment and updates as needed, with updates being carried out routinely based off Council directive. As time progresses, specific strategies for key areas within our gateways and corridors will be added.

**1.7. Priorities and Timeline for Specific Strategies**

The priority/timeline for implementation of each strategy will be based on Council directives, however, strategy selection should be based on careful cost/benefit analysis to determine which strategies will benefit the Town and community the most.

The current priorities for strategy implementation are as follows:

**Fall 2018:**

1. McCain Park
2. TBA

**Winter/Spring 2019:**

1. TBA

**Summer 2019:**

1. TBA



## 2. Community Engagement

### 2.1. Community Feedback Results

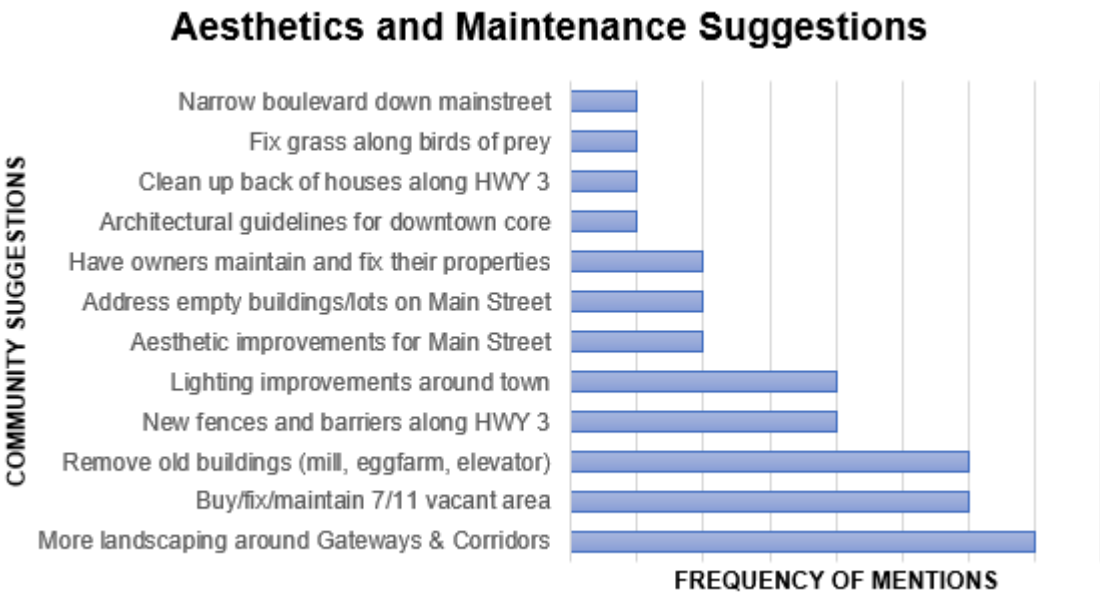
The Town of Coaldale recognizes the importance of public participation and community feedback to enhance the decision-making process. Thus, the thoughts, ideas, and suggestions of the community were gathered to have a better understanding of the community's priorities in regard to our Gateways and Corridors.

The data from all of the engagement sessions has been combined into three categories for ease-of-use and is highlighted below. It is worth noting that some popular suggestions, although they are outside of the scope of this plan, have opportunity to be addressed in other plans.

Specific suggestions that have been incorporated into the Gateways and Corridors Strategic Plan are presented in [Section 2.2](#), Implementation of Community Feedback Strategies.

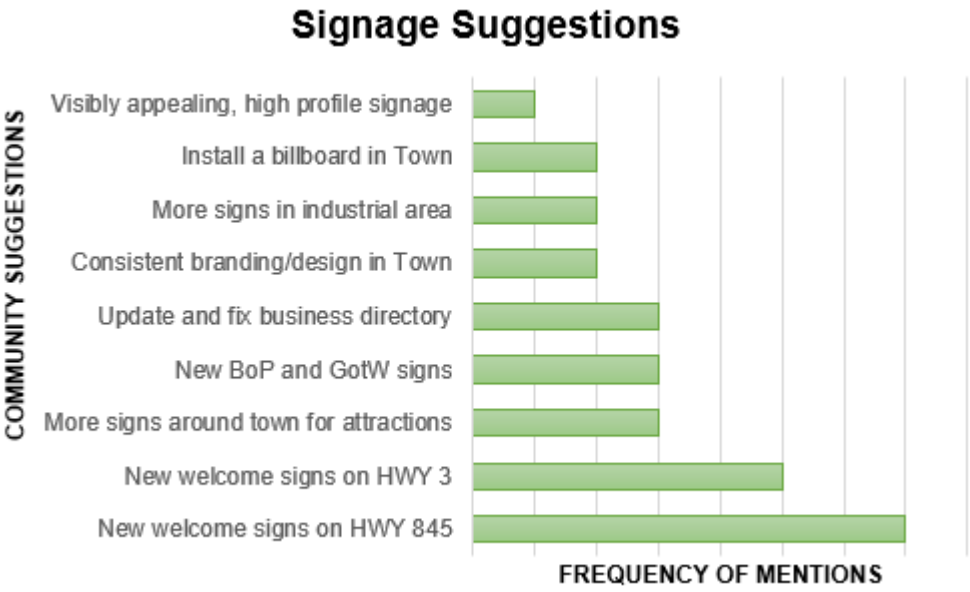
#### 1. Aesthetics and Maintenance Suggestions

One of the most important issues from the community's standpoint was the visual appeal and upkeep of key areas within our gateways and corridors.



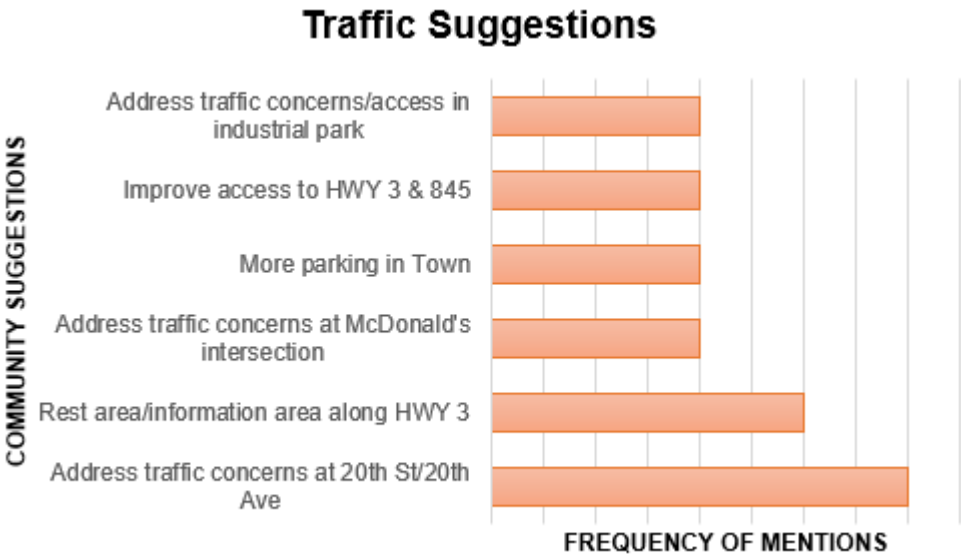
#### 2. Signage Suggestions

Another key area of interest to the community was the implementation and/or revitalization of signage within our gateways and corridors.



#### 3. Traffic Suggestions

The final area of interest to the community was to address traffic, accessibility, and parking concerns at areas of high occupancy.



2.2. Implementation of Community Feedback Strategies

The specific strategies and guidelines within this plan will work to, where applicable, address the suggestions put forth by the community. Listed below is an index of where specific community suggestions have been addressed in the Gateways and Corridors Strategic Plan. Clicking on the links under the Section/Map category will direct you to the particular section.

Aesthetic and Maintenance Suggestions:

Community Suggestion	Section/Map
More landscaping around Gateways & Corridors	<a href="#">##</a>
New fences and barriers along HWY 3	##
Lighting improvements around town	##
.....	....

Signage Suggestions:

Community Suggestion	Section/Map
New welcome signs on HWY 845	##
New welcome signs on HWY 3	##
More signs around town for attractions (wayfinding signage)	##
.....	....

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Traffic Suggestions:

Community Suggestion	Section/Map
Address traffic concerns at 20 <sup>th</sup> St/20 <sup>th</sup> Ave	##
Rest area/information area along HWY 3	##
More parking in town	##
.....	....





## 3. Universal Guidelines

### 3.1. Clean and Attractive Communities

First impressions are valuable. Ensuring that our gateways and corridors are well planned and maintained to provide a clean and attractive welcome to the Town of Coaldale is essential to attracting visitors and retaining our residents. These guidelines will aid in encouraging a positive, lasting impression on our residents and visitors upon entering the Town of Coaldale.

The suggestions in this section are intended to satisfy the following objectives:

- ✓ Create universal design and implementation standards for our gateways and corridors.
- ✓ Ensure a positive, lasting impression on our residents and visitors.
- ✓ Improve the longevity and working-life of our gateways and corridors investments.

### 3.2. Strategies for a Clean and Attractive Community

#### 1. Routine Maintenance of Landscape Features

Special care should be taken to maintain the landscape features among our gateways and corridors. Routine check-ups may be necessary in areas with large numbers of natural vegetation. Responsibilities may include:

- Removal of weeds and invasive plants.
- Trimming of grass, hedges, and bushes.
- Watering of plants and vegetation.
- Replacement or removal of annual plants.

#### 2. Garbage and Roadway Debris

Routine inspection of roadside ditches, shoulders, and green space along major corridors for garbage and vehicle debris is mandatory in maintaining a clean and attractive community. Opportunities for motorists and pedestrians to dispose of their refuse should be made easily accessible and abundant.

- A. Roadside turnouts should be used as an opportunity for safe and convenient garbage and recycling disposal. Animal-resistant garbage and recycling bins at roadside turnouts are a convenient and cost-effective way to minimize the amount of litter along our primary corridors.

#### 3. Landscape Design

Areas along primary corridors shall be designed consistent with the following:

- A. All landscape materials should be selected with an emphasis on quality and durability. Weather resistant materials, such as stone, concrete, corrosion-resistant metals, and pressure-treated lumber should be favoured over less durable products to ensure the longevity of our landscape features.

- B. Landscape features shall incorporate value-added additions where applicable, such as noise-reducing berms or barriers, vegetated stormwater swales, or tree-lined areas to disguise unsightly externalities.
- C. Any landscape features, such as hedges, trees, bushes, walls, fences, etc., must be sited as to not obstruct the vision of a motorist from approaching or departing from an intersection.
- D. Plants and vegetation should be selected in accordance to the region's hardiness zone, 4b, to ensure the vegetation's longevity and robustness.
- E. All vegetation should be planted according to good horticultural practice.

### 4. Low Maintenance Landscape Features

Low maintenance landscape features are highly encouraged to reduce maintenance costs, preserve the environment, and ensure a visually appealing landscape year-round. Landscape designs, where applicable, should be centered around the principles set forth in the following strategies:

- A. Where natural vegetation is not required, or where water is not available, **Hardscaping** (or the use of man-made features, such as walkways, retaining walls, paved areas, or other similar structures incorporated in the built environment as a replacement to horticultural elements) is encouraged. Hardscaping may also be used to supplement the need for excessive natural vegetation as the main landscape feature.



Figure 5: Example of Hardscaping in Coaldale.



Figure 5: Example of Xeriscaping.

- B. Where natural vegetation is desired, **Xeriscaping** (landscaping that is designed for areas that are susceptible to drought) is encouraged. Xeriscaping takes advantage of drought-resistant plants and vegetation that thrives well in most weather conditions in our area. The use of other landscape elements such as gravel, washed rocks, boulders, mulch, and hardy trees are also common. Xeriscaping is highly recommended as a water-saving measure, even if water or irrigation systems are available.

4. Traditional Forms of Landscaping

Where traditional forms of landscaping are desired, such as planting trees or flowers, the following guidelines should be considered:

- A. Drought-tolerant perennial plants should be favoured over high-maintenance annuals, and should be suitable to the region’s climate and hardiness zone.
- B. Special attention should be made to the type of perennial plants selected and their life cycles, noting that:
  - Herbaceous perennials grow and bloom over the summer, and die over autumn and winter, creating the possibility of additional clean-up of plant debris in autumn.
  - Non-herbaceous perennials can grow all year round, with their size increasing significantly over a shorter period of time. Excessive growth may obstruct the visibility for drivers in some instances.
- C. The fully-grown size of trees, shrubs, and large foliage should be considered in their placement to ensure:
  - 1. They do not create visual obstructions once fully-matured.
  - 2. Have adequate room and resources to grow.
  - 3. They do not create dense barriers where garbage and debris can get caught, or where animals can hide from oncoming traffic.
- D. In creating wind, sound, or visual barriers with trees or shrubs, the spacing between adjacent rows should adhere to the following minimum distances:

Spacing between rows	Minimum distance
Between adjacent deciduous rows	5.0 metres (16 feet)
Between adjacent deciduous and coniferous rows	6.0 metres (20 feet)
Between coniferous rows	5.0 metres (16 feet)

Source: Agriculture and Agri-Food Canada, Shelterbelt planning and establishment. Retrieved from: <http://agr.gc.ca>

- E. Selection of plant varieties should be based on their resistance to drought, ability to resist disease and insect attack, ease of maintenance, overall cleanliness and appearance, and their appropriateness for the particular site. A professional landscape designer, horticulturalist, or professional of related experience, should be consulted when selecting plant varieties.

5. Landscape Accessories, Additions, and Signage

To maintain the attractive visual appeal of our gateways and corridors, landscape accessories and features within the gateways and corridors area should adhere to the following guidelines:

- A. Accessory buildings should obey local architectural controls of the area and best effort should be made to blend the buildings into the natural surrounding.
- B. Fencing should only be utilized for sound/wind/visual barriers where natural vegetation is inapplicable or unavailable, or:
  - 1. To provide visual screening of outside storage, utilities, waste or garbage equipment.
  - 2. To protect pedestrians or wildlife from potential hazards.

- C. Landscape lighting, site lighting, or signage lighting shall be installed in a manner:
  - 1. That does not distract drivers or pedestrians.
  - 2. That makes best effort to minimize impact on adjacent sites.
  - 3. That does not cause excessive light pollution.
  - 4. That does not incorporate any repeated flashing, strobing, intermittent or animated illumination.
- D. Directional signage should be clear and easy to read by both motorists and pedestrians, and should be uniform with other signage in the area.
- E. Signs or advertisements should be unobtrusive and should not impede on landscape features or vegetation. Large signs should be placed in areas that do not obstruct the view of motorists at intersections.

5. Agency Partners

Alberta Transportation Requirements:



- A. Any developments within the development control zone (300 metres from provincial right-of-way or within 800 metres of the centerline of a highway and public road intersection) require a ‘Roadside Development Permit’ from Alberta Transportation.
- B. A permit from Alberta Transportation is required to *install* or *change* a sign within the development control zone. See [Alberta Transportation Sign Application Procedures](#) for more information on prohibited sign characteristics.
- C. All Alberta Transportation requirements will be met based on their recommended practices for: welcome signs, community map information signs, decorative features on street lights or poles, electronic message signs, and highway beautification and around highway right-of-way.

FCM/RAC Recommendations:



- A. Prior to any new construction near railways, rail-corridor related infrastructure must be identified, and plans must be adjusted to ensure that railway features are not adversely affected by the proposed construction.
  - Rail-corridor related infrastructure may include, but is not limited to: trackage, fibre optic cables, retaining walls, bridge abutments, and signal bridge footings.
- B. Any new developments near railways should be planned with careful consideration to noise mitigation, vibration mitigation, safety, and stormwater management/drainage to ensure new construction has no adverse effects on either occupants or rail-related infrastructure. See [Guidelines for New Development in Proximity to Railway Operations](#) for more information.

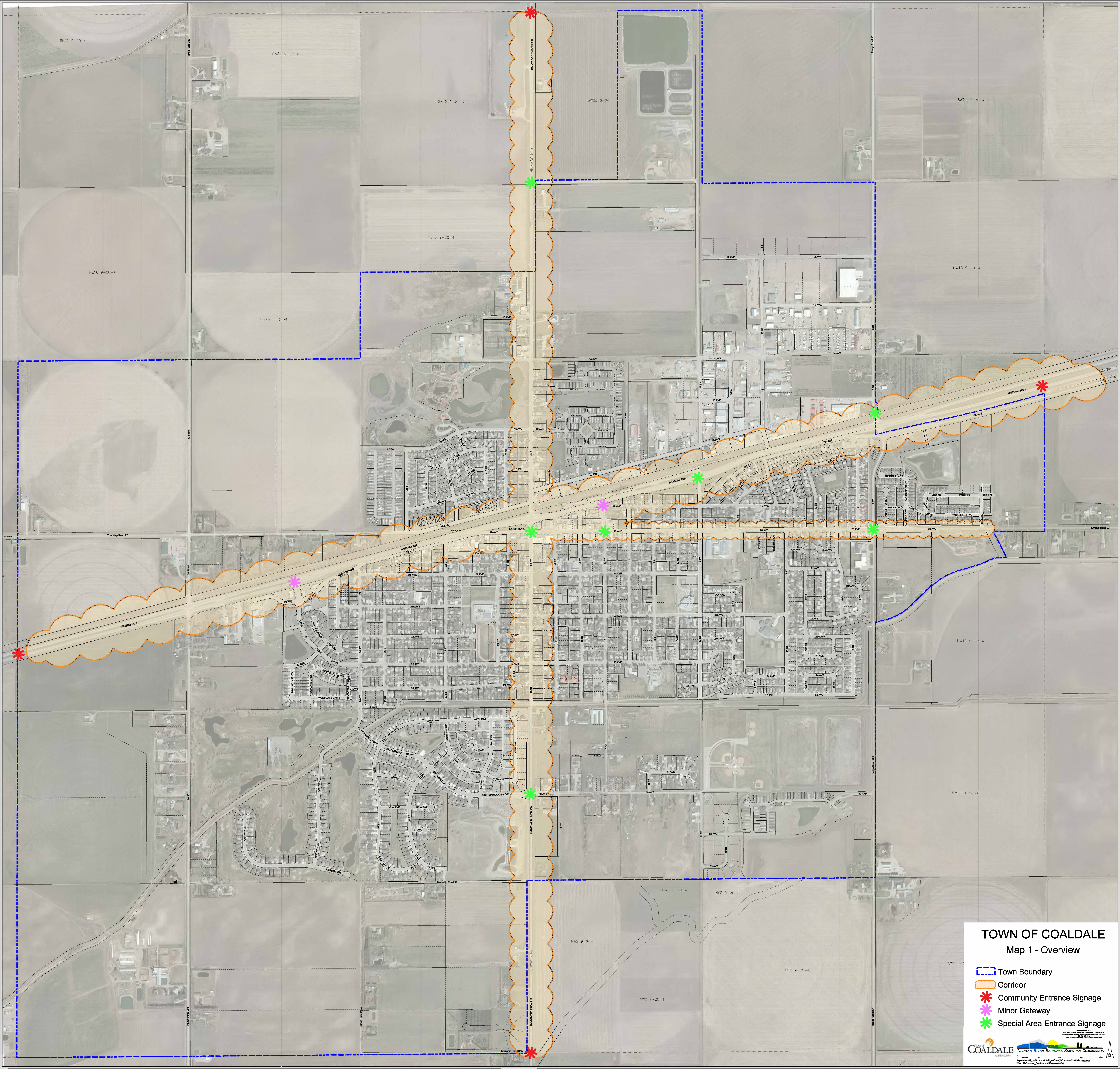


## 4. Area Specific Strategies (each set of specific strategies is contained in the maps and project sheets in this section)






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4.1	Map 1	Coaldale's Gateways and Corridors overview map
4.2	Map 2	North area
4.3	Map 3	Site-specific north area
4.4	Map 4	East area
4.5	Map 5	Site-specific east area
4.4	Map 6	Main Street area
4.5	Map 7	Site-specific Main Street area 1
4.6	Map 8	Site-specific Main Street area 2
4.7	Map 9	Site-specific Main Street area 3
4.8	Map 10	Site-specific Main Street area 4
4.9	Map 11	Site-specific Main Street area 5 (McCain Park area)
4.10	Maps 12 – 15	Design for McCain Park area
4.10.1	Project sheet	Area 5 (McCain Park area)

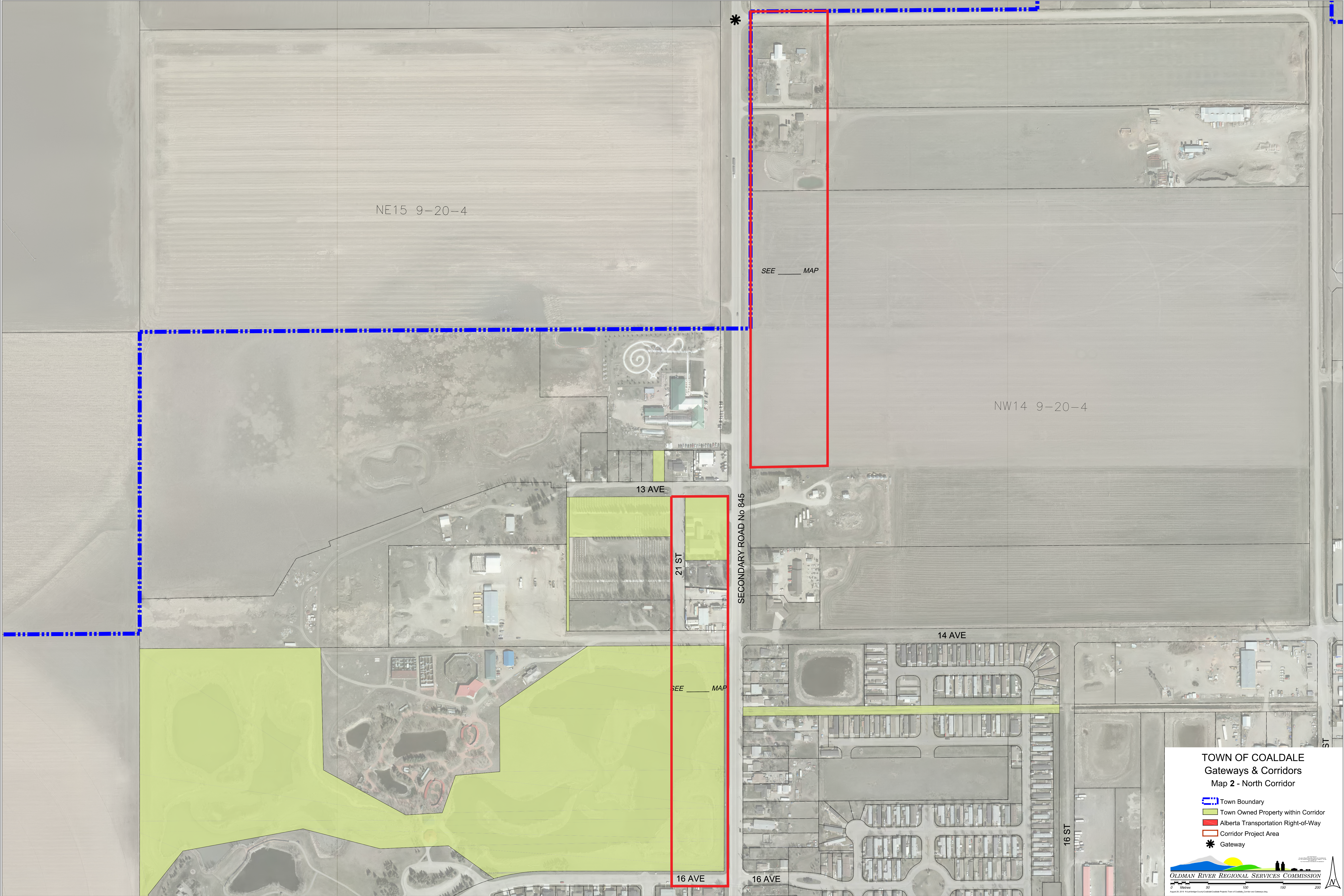




**TOWN OF COALDALE**  
Map 1 - Overview

-  Town Boundary
-  Corridor
-  Community Entrance Signage
-  Minor Gateway
-  Special Area Entrance Signage

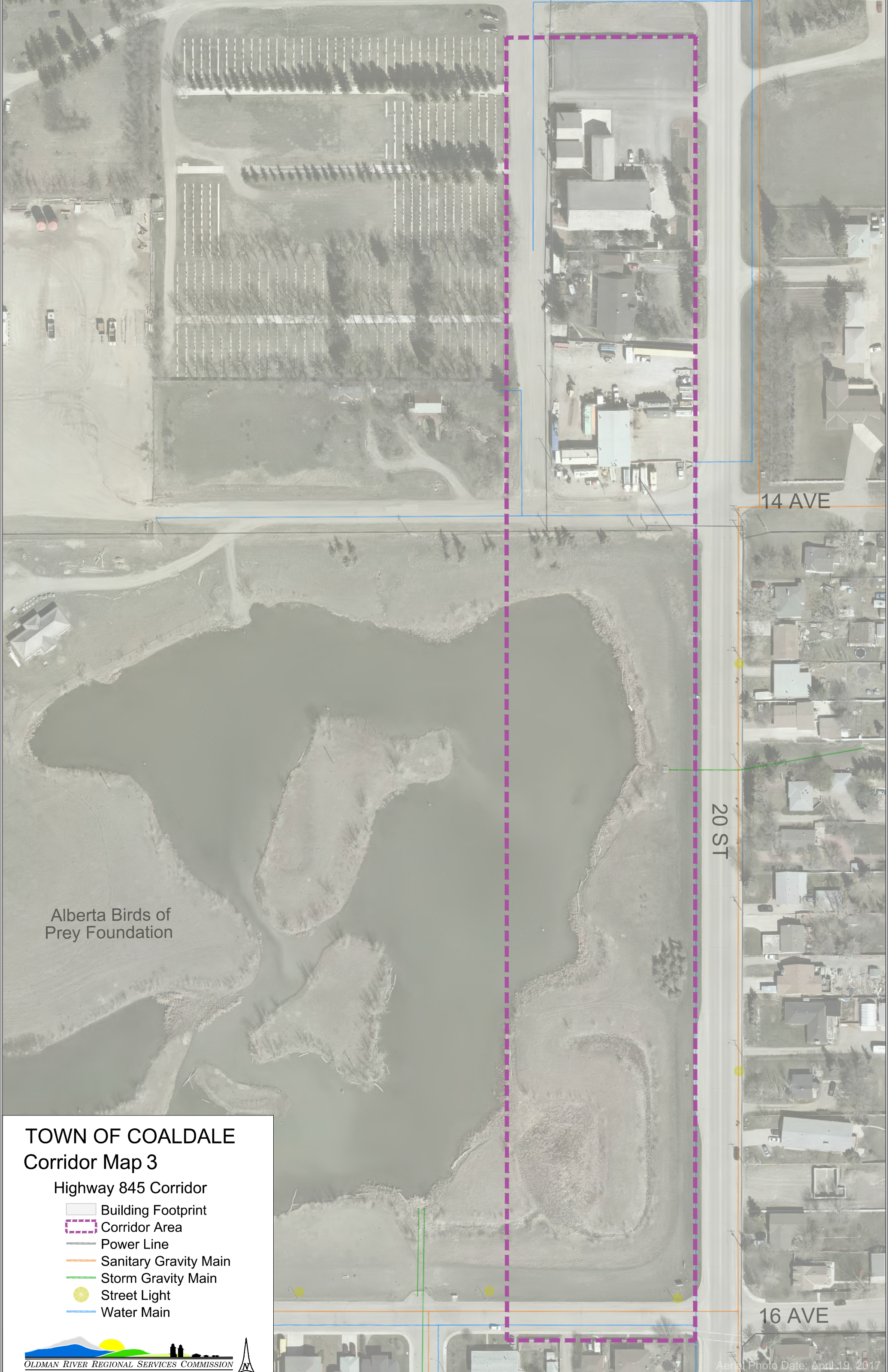




**TOWN OF COALDALE**  
**Gateways & Corridors**  
**Map 2 - North Corridor**

- Town Boundary
- Town Owned Property within Corridor
- Alberta Transportation Right-of-Way
- Corridor Project Area
- Gateway





Alberta Birds of  
Prey Foundation

14 AVE

20 ST

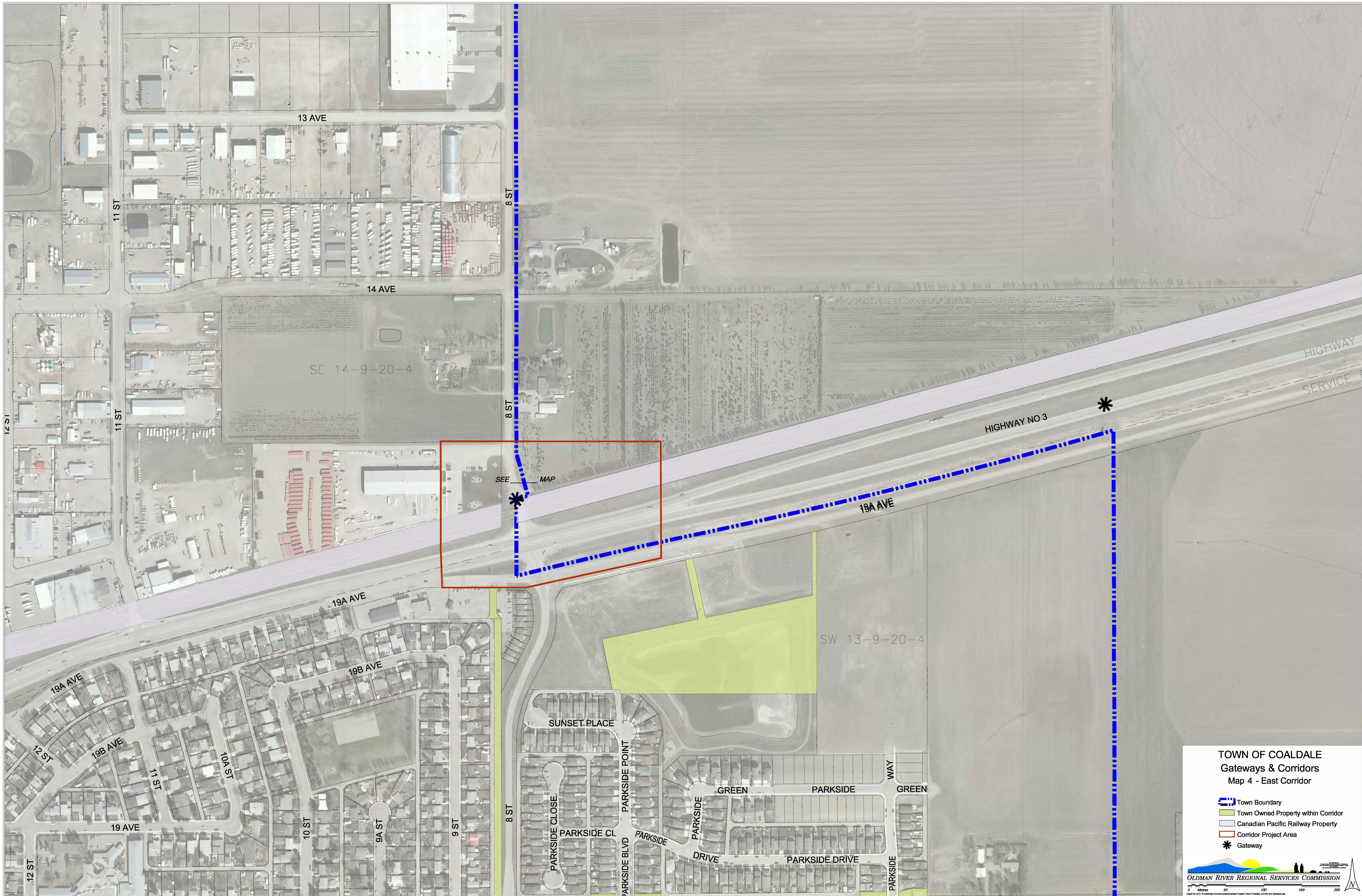
16 AVE

TOWN OF COALDALE  
Corridor Map 3

Highway 845 Corridor

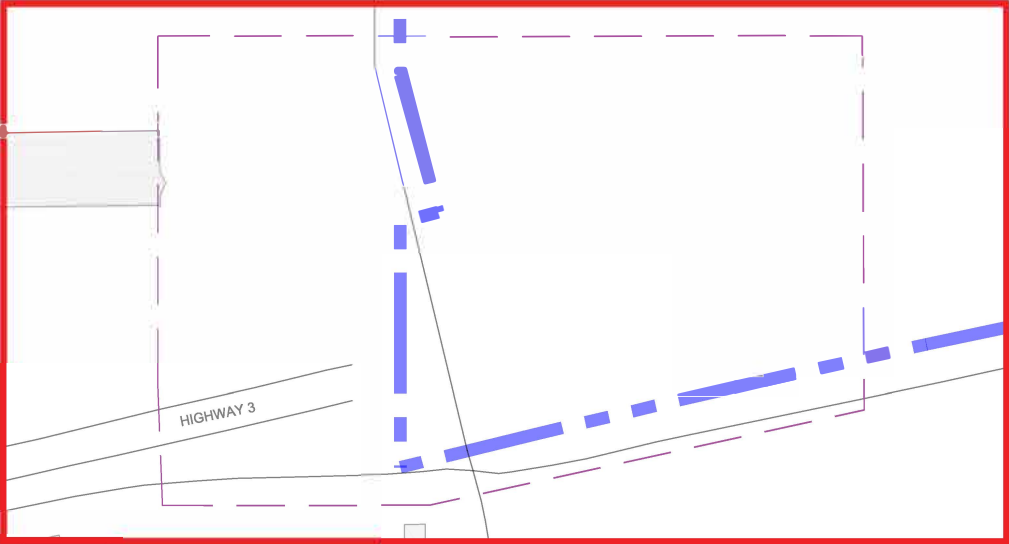
- Building Footprint
- Corridor Area
- Power Line
- Sanitary Gravity Main
- Storm Gravity Main
- Street Light
- Water Main







SEE DETAIL

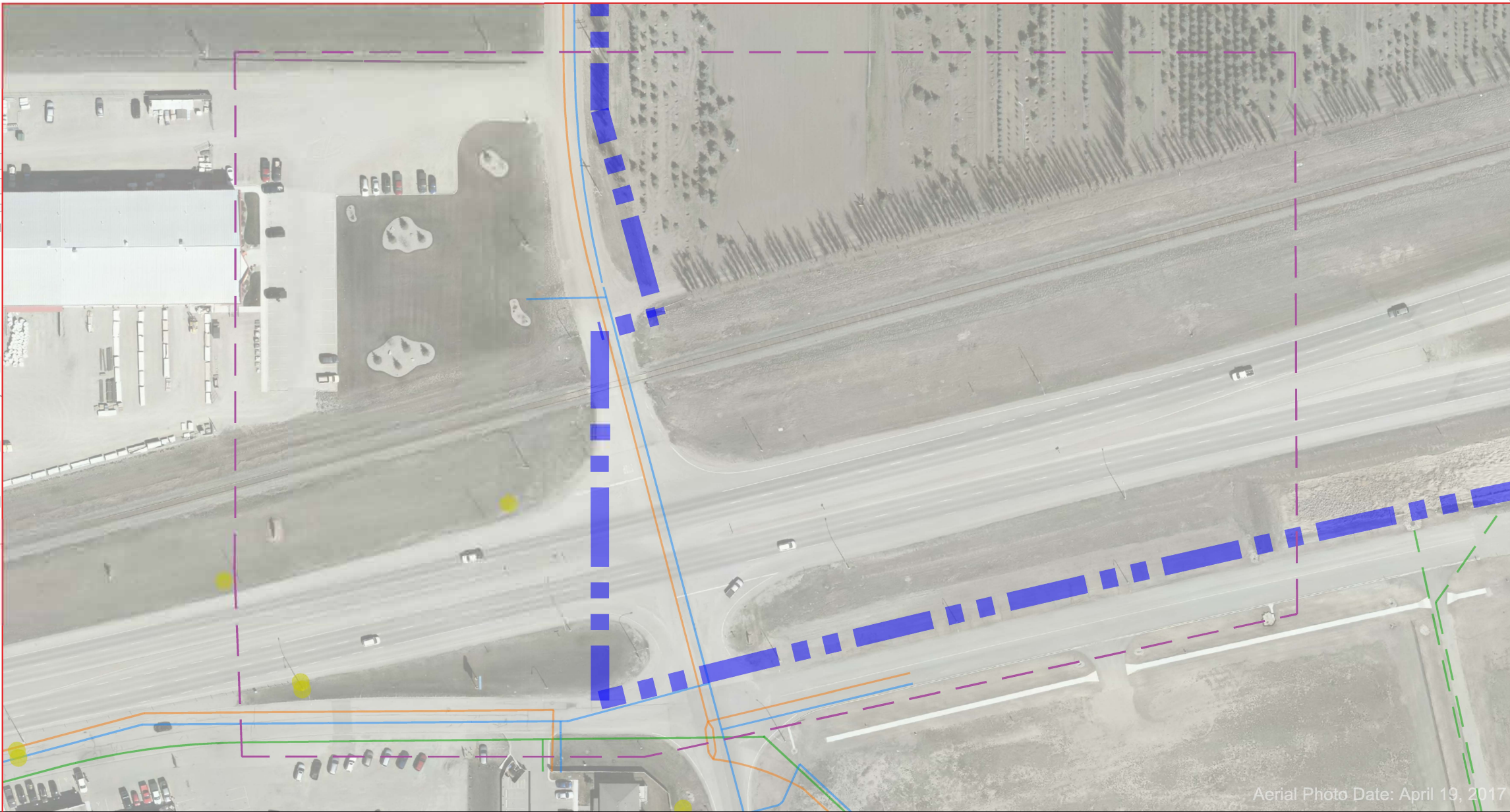


# TOWN OF COALDALE

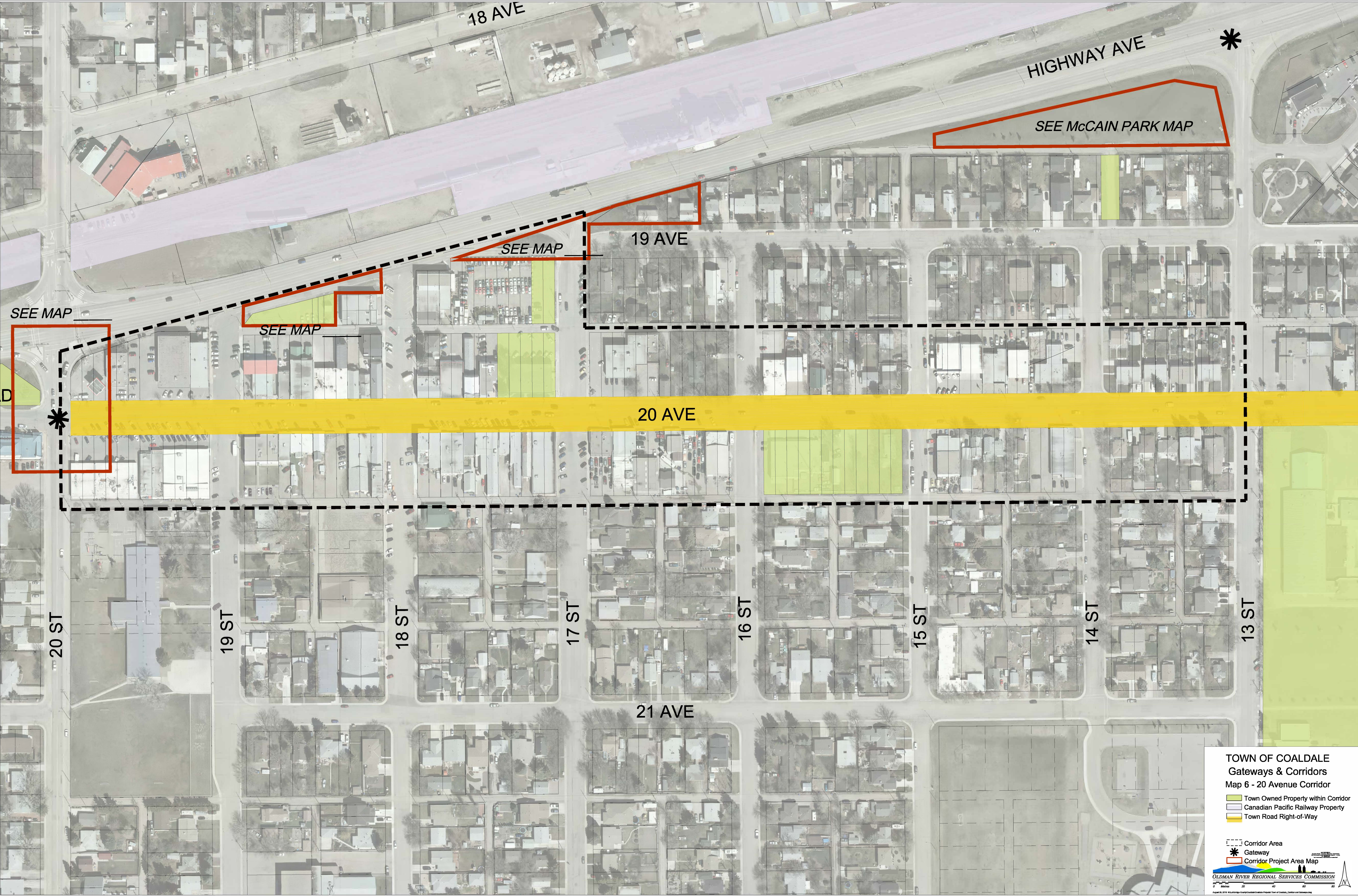
## Corridor Map 5

Highway 3 Corridor

- Town Boundary
- Building Footprint
- Corridor Area
- Power Line
- Sanitary Gravity Main
- Storm Gravity Main
- Storm Gravity Main
- Street Light
- Water Main







**TOWN OF COALDALE**  
**Gateways & Corridors**  
**Map 6 - 20 Avenue Corridor**

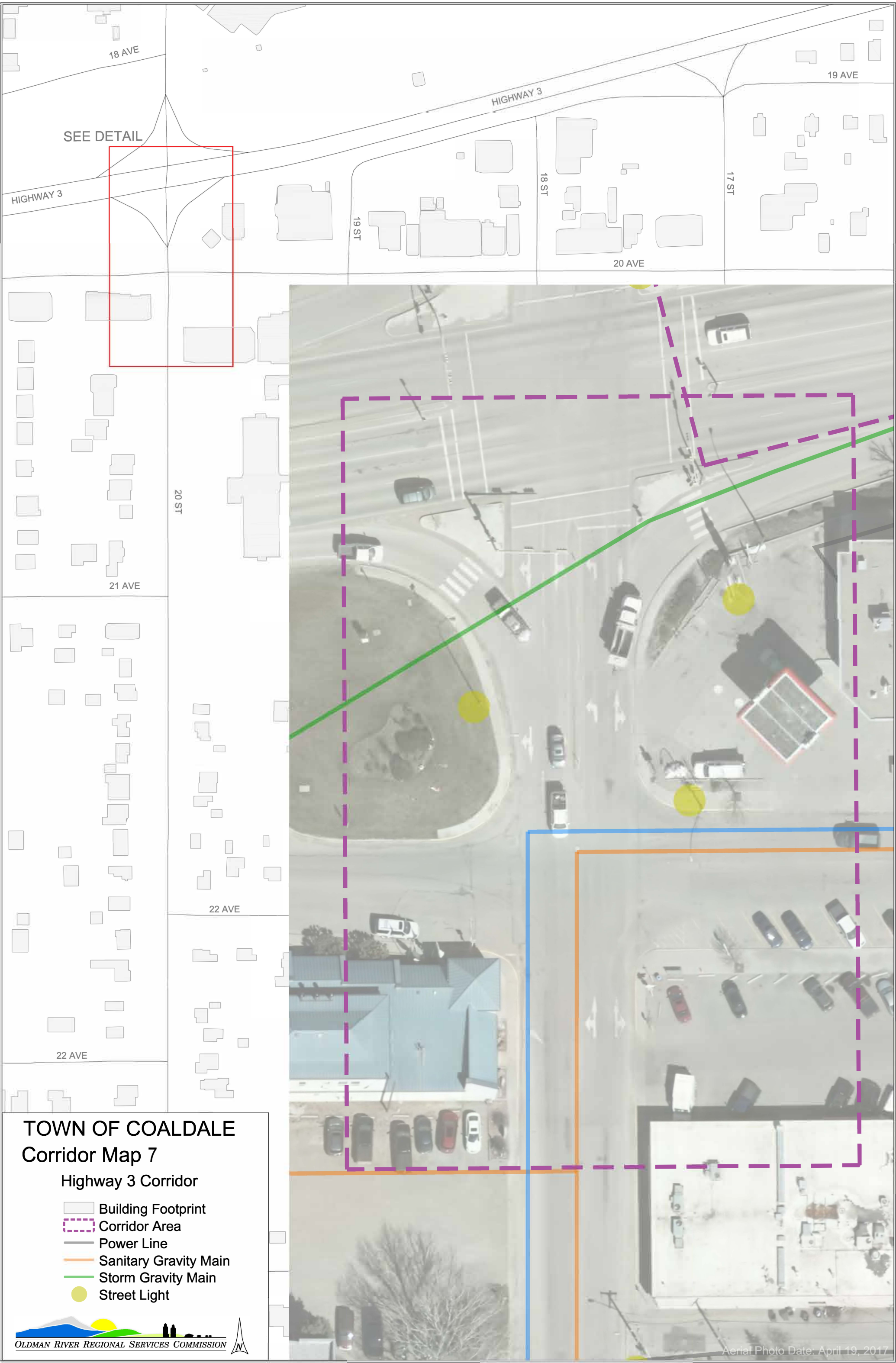
Town Owned Property within Corridor  
 Canadian Pacific Railway Property  
 Town Road Right-of-Way

Corridor Area  
 Gateway  
 Corridor Project Area Map

**OLDMAN RIVER REGIONAL SERVICES COMMISSION**

August 26, 2019. Municipality of Coaldale/Coaldale Project Area of Coaldale, Coaldale and Coaldale.



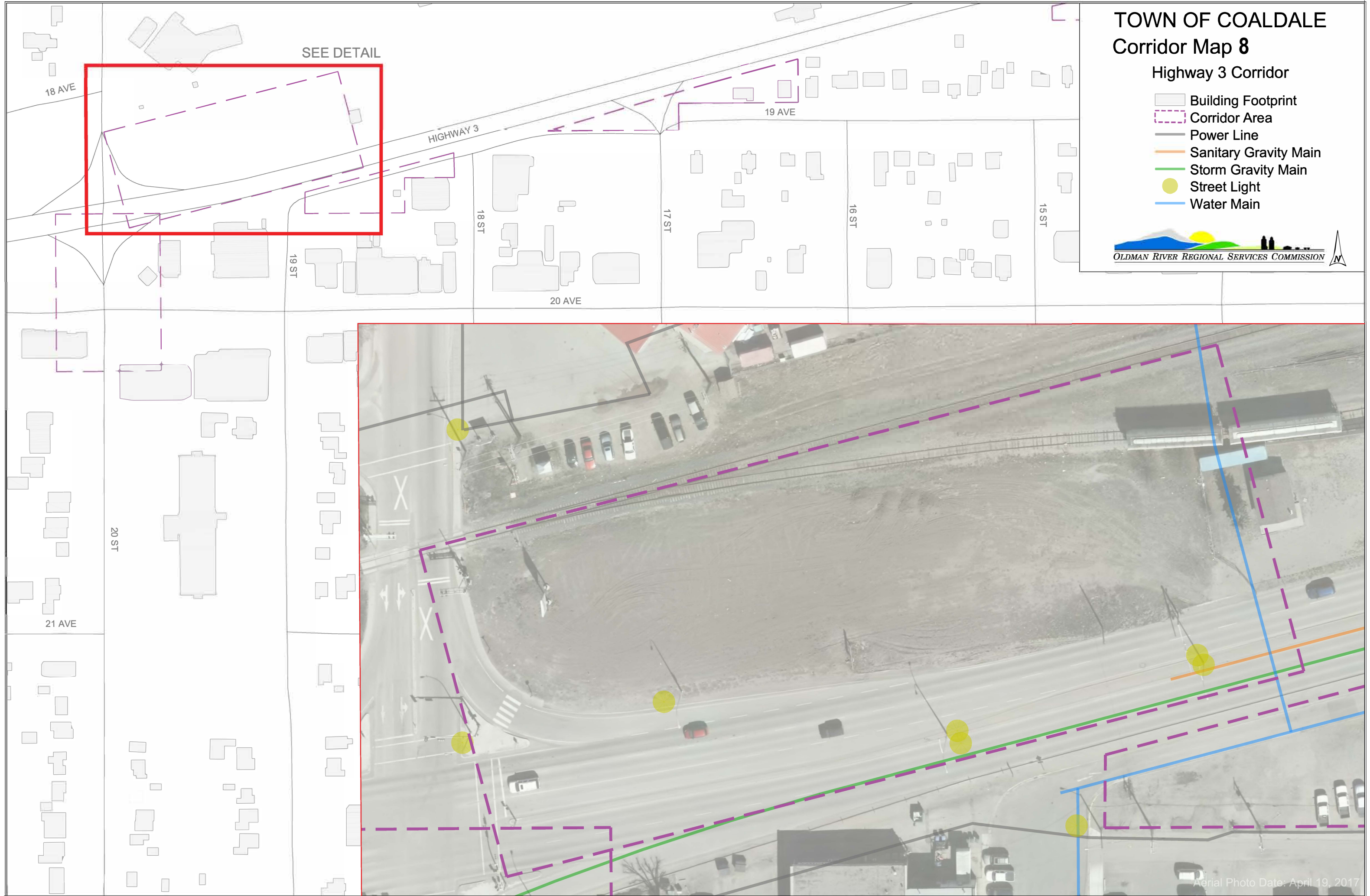


# TOWN OF COALDALE

## Corridor Map 8

### Highway 3 Corridor

- Building Footprint
- Corridor Area
- Power Line
- Sanitary Gravity Main
- Storm Gravity Main
- Street Light
- Water Main





# TOWN OF COALDALE

## Corridor Map 9

### Highway 3 Corridor

- Building Footprint
- Corridor Area
- Power Line
- Sanitary Gravity Main
- Storm Gravity Main
- Street Light
- Water Main



SEE DETAIL

HIGHWAY 3

19 AVE

19 ST

18 ST

17 ST

16 ST

15 ST

14 ST

20 AVE









Aerial Photo Date: April 19, 2017



# TOWN OF COALDALE

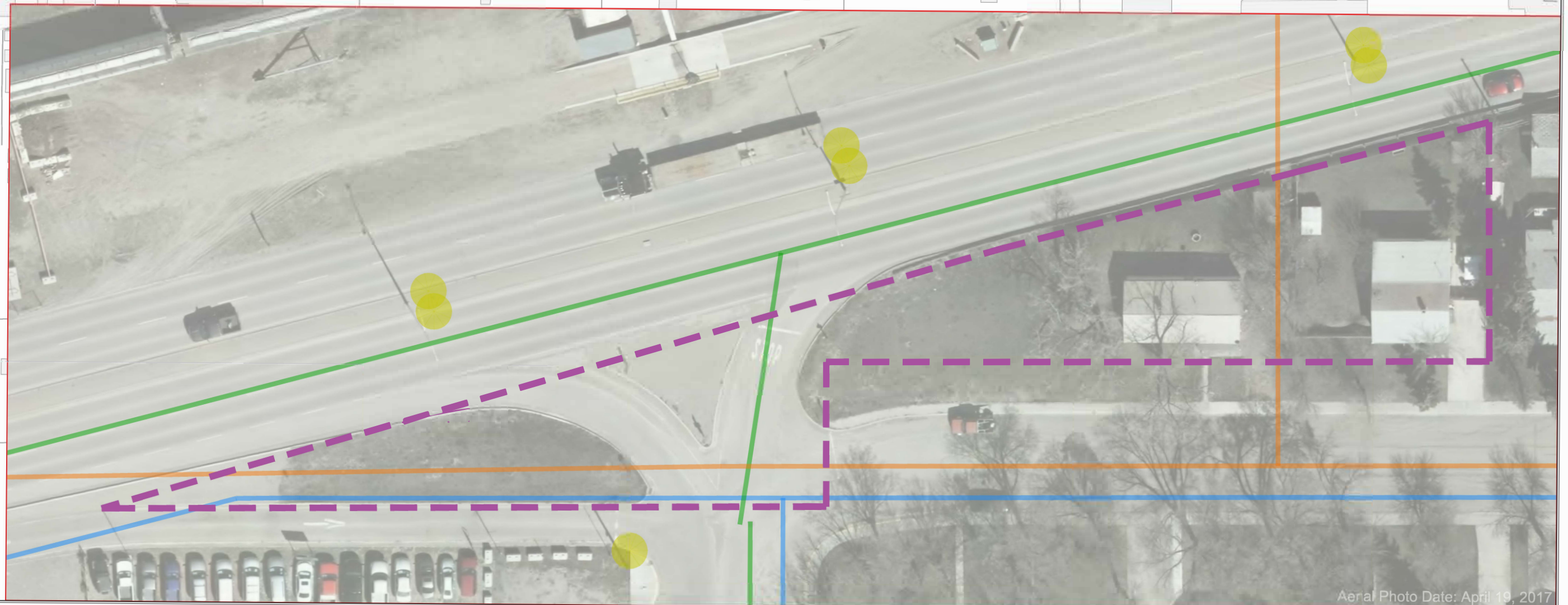
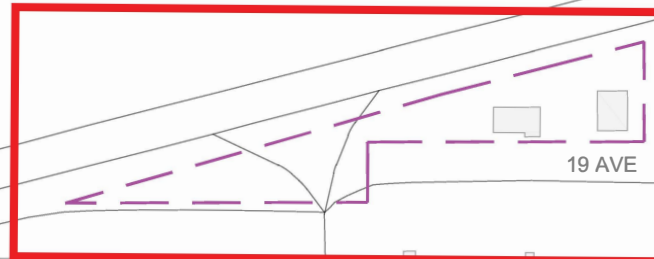
## Corridor Map 10

Highway 3 Corridor

-  Building Footprint
-  Corridor Area
-  Sanitary Gravity Main
-  Storm Gravity Main
-  Street Light
-  Water Main



SEE DETAIL

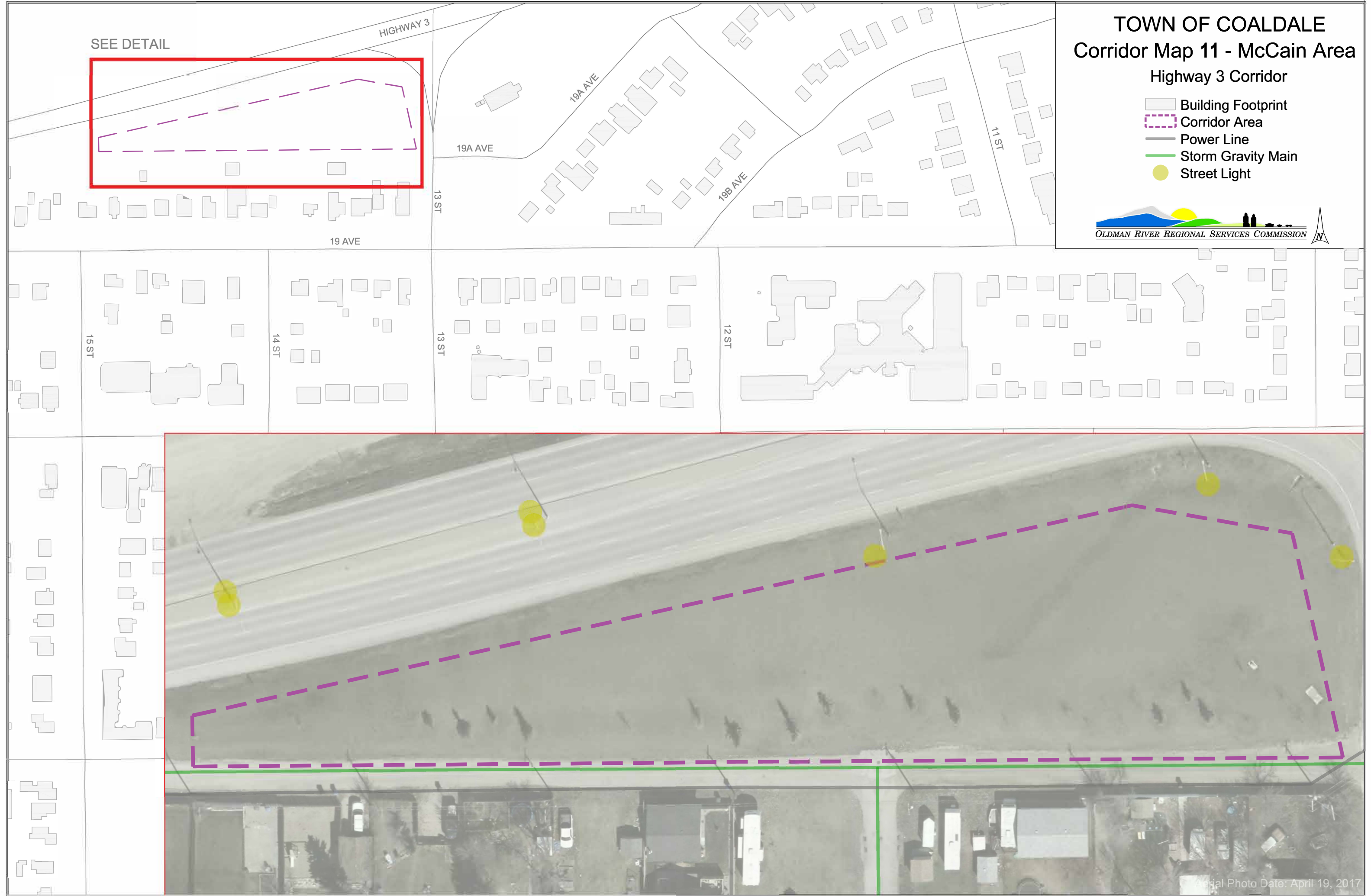
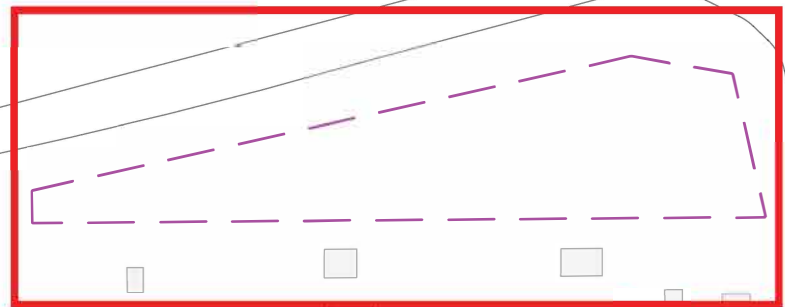


TOWN OF COALDALE  
Corridor Map 11 - McCain Area  
Highway 3 Corridor

- Building Footprint
- Corridor Area
- Power Line
- Storm Gravity Main
- Street Light



SEE DETAIL







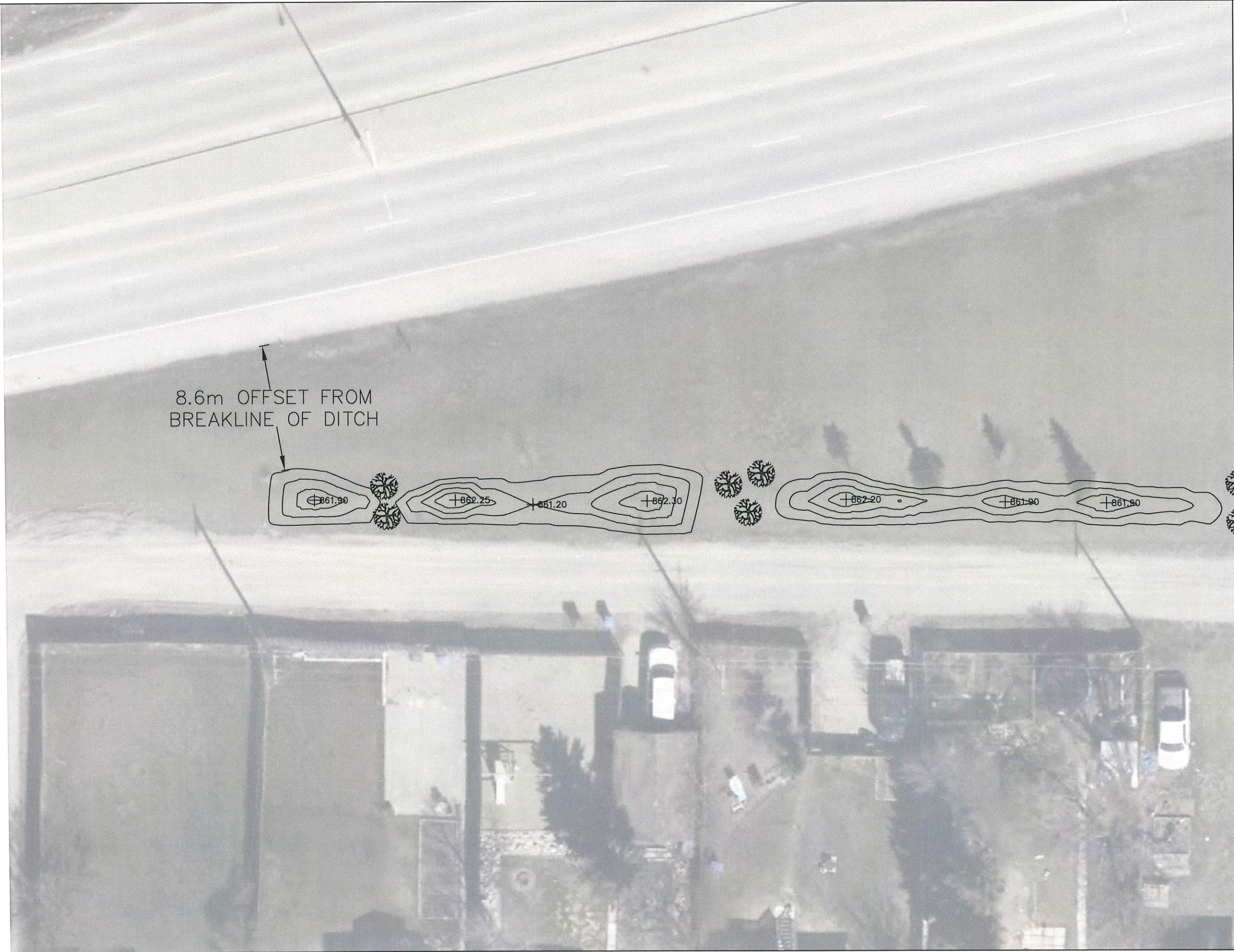
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MCCAINS  
GREENSPACE  
UPGRADE

DRAWN	D.Y.	SCALE	1:750
DATE	AUGUST 2018	DWG NO.	001





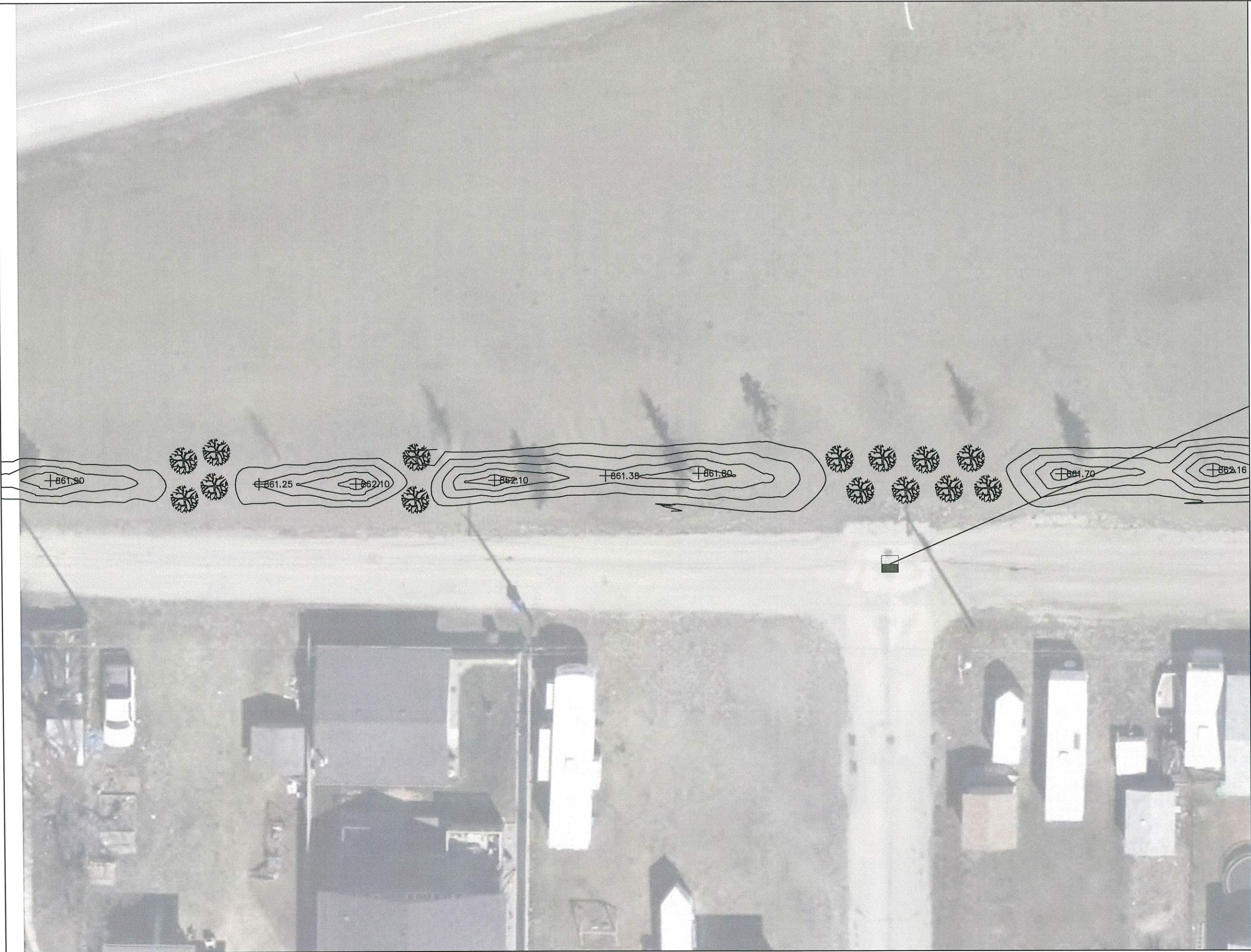
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GREENSPACE  
UPGRADE

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DATE	AUGUST 2018	DWG NO.	002





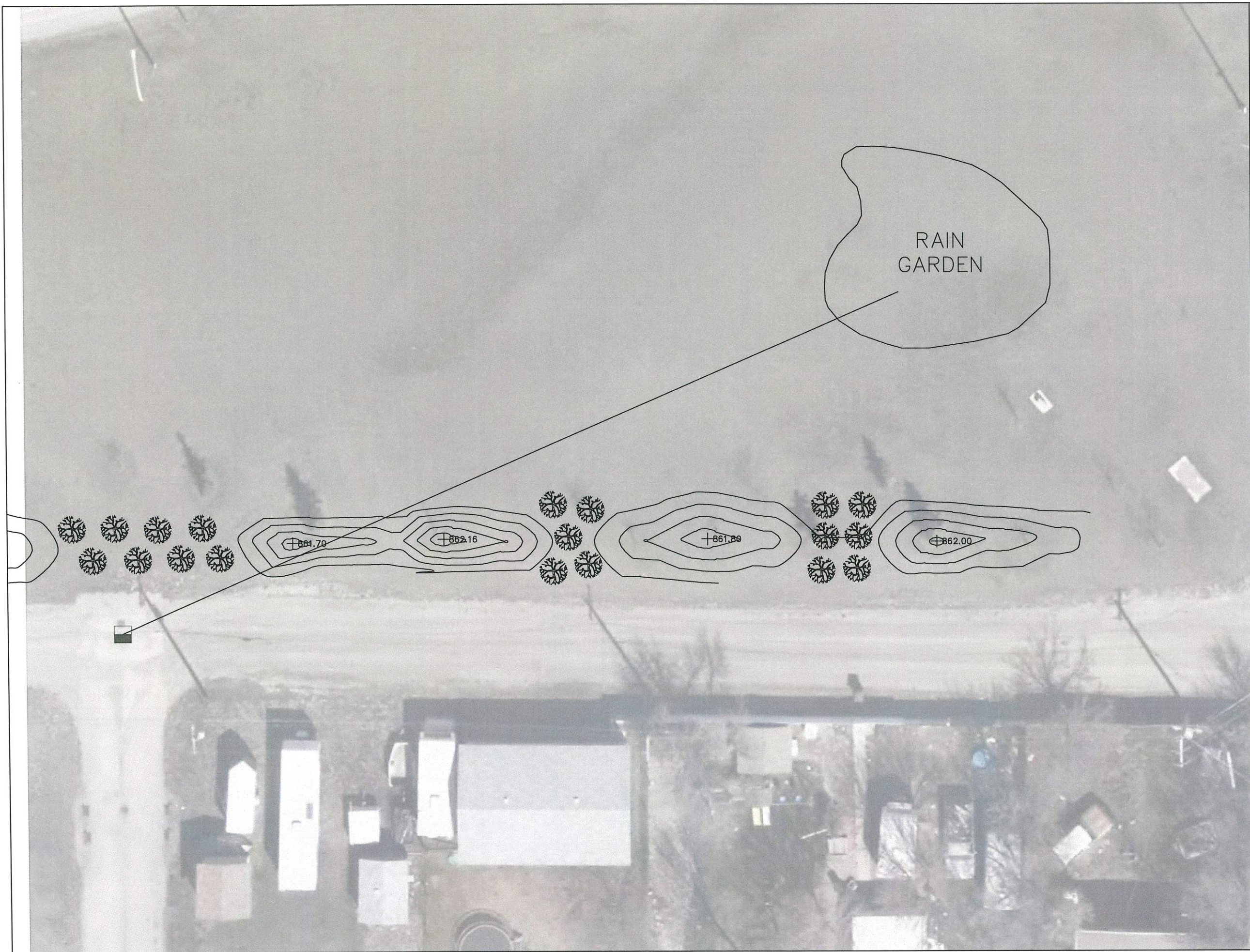
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MCCAINS  
GREENSPACE  
UPGRADE

DRAWN	D.Y.	SCALE	1:250
DATE	AUGUST 2018	DWG NO.	003





NOTES:



MCCAINS  
GREENSPACE  
UPGRADE

DRAWN	D.Y.	SCALE	1:250
DATE	AUGUST 2018	DWG NO.	004



1. Project Description

Located on the corner of Highway 3 and 13<sup>th</sup> Street, McCain Park was created with funding from the McCain Foundation. The primary use of this area is for stormwater catchment and drainage through Alberta Transportation's storm drainage system.

McCain Park will receive a fresh makeover in hopes of enhancing the visual appeal and function of the space. A line of trees and berms will be added for much-needed shade and to obscure the vision of unsightly alleyways off 19A Ave.

A rain garden will also be added to provide the area with additional stormwater management capabilities. The rain garden will incorporate Xeriscape elements, such as rocks, mulch, and hardy plants to improve the overall aesthetic of the site.

2. Value

- ✓ Establish a vibrant and visually appealing backdrop for those traveling through this area of the Town
- ✓ Enhance the functionality of the storm drainage by introducing a rain garden (additional capacity) that is tied into the town's storm system
- ✓ Reinvigorate the investment made by McCain Foods

3. Value-Added Enhancements

- ★ Reimagine McCain Park as a visually appealing and innovative stormwater drainage area
- ★ Showcase the progressive approach to stormwater management that the Town is taking
- ★ Provide visual and some noise separation between highway traffic and the 19<sup>th</sup> Avenue area
- ★ A highly desirable location for signage identifying amenities in the area of the Town south of HW 3

4. Timeline

**Estimated Start Date:** September/October 2018

**Project Duration:** Approximately 2 months

**Estimated Completion Date:** November/December 2018

5. Cost

- \$31,500 - \$47,500**
- \$10,000 - \$15,000 for earthworks
  - \$10,000 - \$15,000 for vegetation and landscaping
  - \$10,000 - \$15,000 for tie-in to storm main
  - \$1,500 - \$2,500 for signage

6. Project Partners